# Windows Vista Consumer Scenarios And Opportunity

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Microsoft WinHEC 2006

# Agenda

- Windows Vista Timing
- Commitment to Partners
- Customer Value Proposition
- The Scenario Approach
- IHV Opportunities
- Scenario Drill Down
- Conclusion

# Timeline

Beta 2
PDC
Sept 2005
Developer engagement
Partner CTP
Dec 2005
Partner engagement
Enterprise CTP
Q1 CY 2006
Enterprise engagement
Customer Preview Program
Q2 CY 2006
Broad engagement
Regular TAP releases until RTM
Ship
November 2006
Business availability
January 2007
Consumer and OEM availability
AVAILABILITY

# The Windows Ecosystem

## Commitment to our Partners

We will deliver the highest quality operating system ever!

- Continuous Improvement to Development
- Early Customer and Partner Involvement
- Focus on Security and Fundamentals

Create customer demand and excitement for Windows Vista that creates business opportunity for partners

- Developed personas targeted at customers needs
- Focus on innovation and value

# The Windows Ecosystem

## Commitment to our Partners

- Provide opportunity to actively participate in the way we go to market around consumer and business scenarios
- Invest in programs that build customer awareness, drive premium experiences, and draft off of the large investment in Windows Vista Marketing and the Logo Programs

# Customer Value Proposition

- Confident: A new level of confidence in your PC
- Clear: Clear ways to easily organize, see, and use your information
- Connected: Seamless connections to people and devices

# Scenario Definition

A complete and compelling PC-based value proposition built around customer purchase drivers and adoption blockers

- A scenario should
  - Increase Windows Vista PC sales
  - Drive desire for Windows Vista Premium
  - Drive attach of relevant partner products and services
  - Be well defined, well scoped, and “purchasable”
  - Showcase innovation in the product and ecosystem
- Scenario selection criteria
  - End User purchase driver or adoption blocker
  - Market opportunity
  - Product strengths and assets
  - Ecosystem opportunity

# Scenario Benefits

Articulate the value of the new, innovative technology available in Windows Vista and Partner offerings in terms that resonate with customer needs and aspirations

- Benefits
  - Customer – deliver increased value by focusing on the tasks
    and outcomes customers are trying to accomplish
  - Partners – proactively align partners around key purchase drivers to accelerate industry growth opportunities.
    Build on the Windows Vista marketing momentum
  - Windows – grow the Windows Vista addressable market and drive PC industry health and relevance

# Scenarios In Our Marketing

- Key element of our advertising
- At our Launch Event
- Bring scenarios to life on our websites
- In briefings with PR and AR
- In all of our messaging to our customers and through our partners
- Will be our foundation at our industry events

# Windows Vista Scenarios

## Consumer

**Memories**
- #1 upgrade driver

**TV and Movies**
- Rapid device growth, Top Mix Shift opp.

**Gaming**
- Strong partner, consumer community

**Music**
- High growth

**Communications**
- Top consumer priority, device proliferation

**Productivity**
- #2 software purchased dual home/work user

## Small Bus.

**Data Backup and Security**
- #1 IT concern for Small Business

**Sales and Marketing**
- #1 Small Business concern

**Financial Management**
- 3 of top 8 software purchased/used in Small Business

**Collaboration and Mobility**
- Mobile fastest growth

## Enterprise/ Midsize Bus.

**Optimize Desktop Infrastructure**
- Deployment top adoption blocker

**Find and Use Information**
- People ready

**Enable Mobile Workforce**
- Mobile platform adoption

**Improve Security and Compliance**
- Top IT concern

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# Windows Vista Hardware Logo Program

## Available for Holiday ’06

### Windows Vista Premium Hardware Logo

- Higher standard of performance and functionality
- Designed to help deliver the best Windows Vista experience
- Requirements aligned with Windows Vista premium OS features

### Windows Vista Basic Hardware Logo

- An evolution of the Designed for Windows XP logo
- Establish a baseline compatibility bar for devices
- Indicates quality and reliability

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# Windows Vista Premium Logo Program

## Available for Holiday ’06

- “Certified for Windows Vista” logo
  - Align with premium experiences in Windows Vista
  - Educate end users of the best experiences on Windows Vista
  - Many device categories rolled out for holiday including
    - Networking, Graphics, TV Tuners, Printers, Cameras and more
  - Others to follow with Windows Vista GA

# Windows Vista Basic Logo Program
## Available for holiday ’06

- “Works With Windows Vista” Logo
  - Establish a baseline compatibility bar for devices
  - Provide end users a way to know a device will work and meet basic functionality bar

# Consumer Scenarios

Music

TV and Movies

Communications

Digital Memories

Productivity

Gaming

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# Digital Memories Scenario

Consumer segment

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# Digital Memories

***Memories***

*Organize, Edit, & Create*

*Get Content*
*From Multiple Sources*

**Graduatio**
**n**
**Wedding**
**Birthday**
**Anniversar**
**y**
**Vacation**

*Enjoy at Home*

*Share with Others*

*Take it with You*

*Never Lose*
*Your Memories*

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# Top Features

**Memories**

*Organize, Edit, & Create*

*Get Content From Multiple Sources*

**Graduation**
**Wedding**
**Birthday**
**Anniversary**
**Vacation**

**Streamlined Import Process**

**Windows Photo Gallery**

*Never Lose Your Memories*

**Windows Backup**

*Enjoy at Home*

**Windows Media® Center**

*Share with Others*

**Windows Movie Maker HD**

*Take it with You*

**Sync Center**

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# Product Editions

Memories

| | Home Basic | Home Premium |
|---|---|---|
| Capture | Supports more and newer devices, including wireless | |
| Acquire | Streamlined, faster, and more flexible | |
| Create | Streamlined and more powerful home movie creation tools | HD Home Movie Creation |
| Edit | Built-in support for the most common editing tasks | Natural, pen-based markup |
| Search and Organize | Automatic organization for common criteria, powerful custom organization tools, instant search | More contextual folder thumbnails. Pen-based selection |
| Share | Easy emailing, new, immersive slideshows | New slideshows, PC-to-PC streaming, 10’ enjoyment |
| Archive | Easier CD/DVD burning, and support for archival to PCs and networked devices | Scheduled backups to multiple devices |
| Print | Extensive support for photo-quality printers, and online printing | |

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# Partner Opportunities

***Memories***

Cameras
Extenders
External Drives
Flash Drives
Networking
Optical Drives
Portable Devices
Printers
Windows Mobile Devices
WMC Frame

***Software***

Photo Software
Photo Printing Applications
Home Movie and Media Building

***Hardware***

***Retailers***

Retail Sales
Retail Print Outlets
Tech Support
Online Sales
Installations

***Services***™

Online Photo Services
Online Print Services

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# Platform Technologies

Memories

Windows Tablet Technologies

Windows Media® Center

System Indexing

Windows Presentation Foundation

Tags and Metadata

XML Paper Specification

Software

Hardware

Retailers

Services™

Windows Media Connect

Windows Media Center

Windows Rally™

Windows Media Center

Online Print Wizard

Online Print Wizard

Windows Media Center

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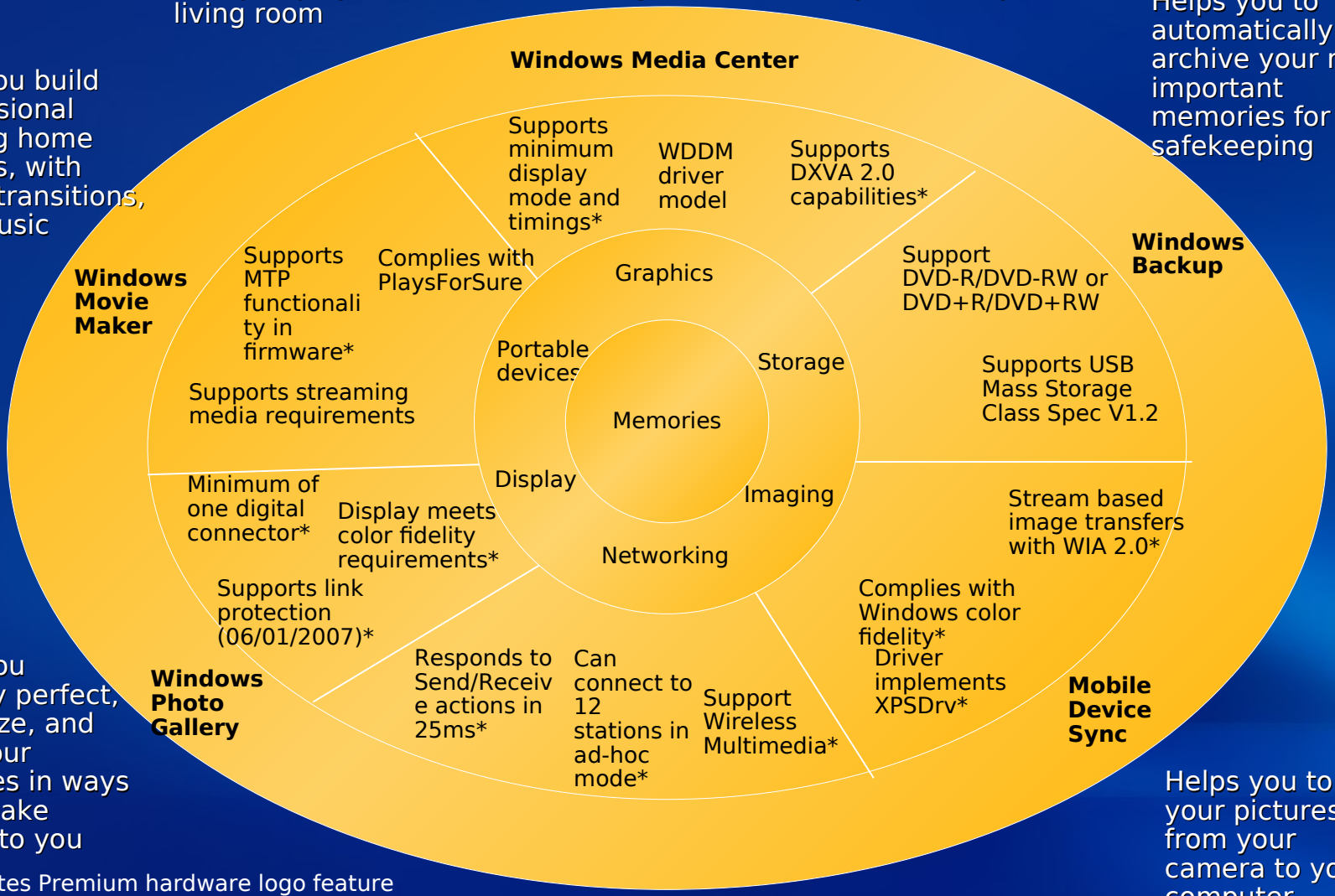
# Logo Devices And Scenarios

Memories

Lets you play music while watching slideshows on your TV in your living room

Helps you to automatically archive your most important memories for safekeeping

Lets you build professional looking home movies, with titles, transitions, and music




Lets you quickly perfect, organize, and find your pictures in ways that make sense to you

Helps you to get your pictures from your camera to your computer

* Indicates Premium hardware logo feature

# Music Scenario

Consumer segment

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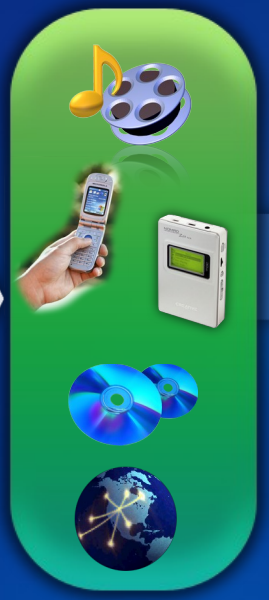
# Music

**Music**

*Search, Browse, & Mix*

*Get Content From Multiple Sources*

**Country**
**Hip Hop**
**Rock**
**Jazz**
**R&B**
**Alternative**
**Pop**



*Enjoy at Home*

*Take it With You*

*Never Lose Your Music*

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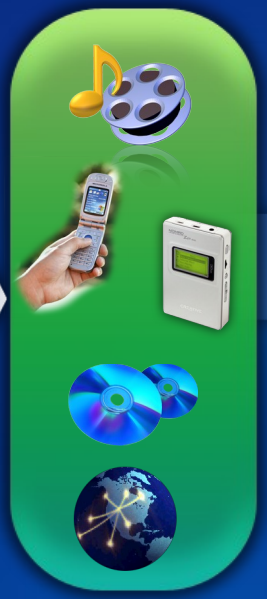
# Top Features

**Music**

*Search, Browse, & Mix*

*Get Content From Multiple Sources*

**Country**
**Hip Hop**
**Rock**
**Jazz**
**R&B**
**Alternative**
**Pop**



**Windows Media® Player**

*Enjoy at Home*

**Windows Media Center**

*Take it With You*

**Sync Center**

*Never Lose Your Music*

**Windows Backup**

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# Product Editions

***Music***

| | Home Basic | Home Premium |
|---|---|---|
| Seek | Better support for online services and home networking to PCs and devices | Rich browsing to online services through a simplified UI optimized for the 10' experience |
| Acquire | Streamlined and faster music downloading and importing from online services and newer devices | |
| Search | Extensive, contextualized search with rich, instant feedback | Contextualized search, optimized for the 10' experience. |
| Listen | Better playback with codecs for clearer sound quality | |
| Archive | Easier CD/DVD archival, and support for archival to PCs and networked devices | Scheduled backups to multiple devices |
| Navigate | Streamlined user interface | |

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# Partner Opportunities

***Music***

**External Drives**
**Flash Drives**
**Networking**
**Optical Drives**
**Portable Devices**
**Windows Mobile Devices**

***Software***

***Hardware***

**Music Software**
**CD/DVD Burning Software**
**Internet Radio Software**

***Retailers***

***Services***

**Retail Sales**
**Online Sales**
**Tech Support**
**Installations**

**Online Music Services**
**Media Center Plug-ins**

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# Platform Technologies

**Music**

**Software**

- Windows Media® Center
- Quality Media Streaming

**Hardware**

- Windows Media Player
- Windows Rally™
- Windows Media Connect
- Windows Media Center Extender Technology

**Retailers**

- Windows Media Center
- Windows Media Player

**Services**

- Windows Media Center Online Spotlight
- Quality Media Streaming
- Windows Media Player

# TV And Movies Scenario

Consumer segment

# TV and Movies

TV and Movies

*Discover & Find*

*Watch & Enjoy*

*Enjoy at Home*

*Watch it Anywhere*

**Drama**
**Action**
**Comedy**
**Sci-Fi**
**Suspense**

*Keep Your Content Safe*

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# Top Features

***TV and Movies***

*Discover & Find*

*Watch & Enjoy*

*Enjoy at Home*

**Drama**
**Action**
**Comedy**
**Sci-Fi**
**Suspense**

**Windows Media® Center**

**Windows Media Center**

*Watch it Anywhere*

**Windows Media Center**
**Windows Sync Center**

*Keep Your Content Safe*

**Windows Backup**

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# Product Editions

TV and Movies

| | Home Basic | Home Premium |
|---|---|---|
| Seek Out and Find | Improved online browse and search experience | Improved and simplified program guide, 10' internet browsing, and online services integration |
| Search | Support for new devices, online services, improved recording options, and next-generation multi-choice Devices | Multiple options for video input including hi-def digital cable and premium channels |
| Acquire | Extensive, contextualized search with rich, instant feedback | Contextual thumbnails and details, easy category search |
| Watch | Improved video codecs | Native DVD-play support, 1080p HD support, and 5.1 surround sound |
| Archive | Easier CD/DVD burning, and support for archival to PCs and networked devices | Scheduled backups to multiple devices |

# Partner Opportunities

***TV and Movies***

**Enhanced Program Guides**
**Searchable TV & Movies Databases**
**Ad Tracking Software**
**Video Compression and Transcoding Software**
**DVD Recording Software**

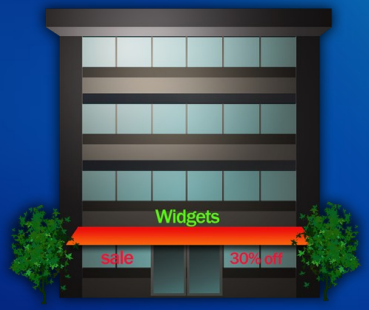
**Tuner Cards**
**Remote Controls**
**OCUR Systems and Devices**
**Audio Equipment**
**HD Televisions**
**DVD and HD Drives**
**Portable Media Devices**
**Media Center Extenders**
**External Hard Drives**
**DVD Recorders**

Software

Hardware

Retailers

Services




**Retail Sales**
**Online Sales**
**Tech Support**
**Installations**

**Cable**
**Digital Cable**
**Satellite**
**Broadcasters**
**Movie Studios and Publishers**
**Online Content Delivery**
**Subscription**
**DSL Cable Broadband**
**Online Content Backup**
**Video on Demand**

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# Platform Technologies

*TV and Movies*

Windows Media® Center

Windows Media Center

Sync Center

Windows Rally™

*Softwar e*

*Hardwar e*

Windows Media Center Extender Technology

*Retailer s*

*Services*

Windows Media Center

Windows Media Center Antenna Support

Quality Media Streaming

Cable Card Support

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# Gaming Scenario

Consumer segment

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# Gaming

**Gaming**

RPG
Action
Racing
Sports

*Attach*

*Start*

*Security Feature*

*Play at Home*

*Play Online*

*Play on the Go*

# Top Features

**Gaming**

RPG
Action
Racing
Sports

*Attach*

**Universal Controller Support**

*Start*

**Games Explorer**

*Security Feature*

**Family Safety Settings**

*Play at Home*

**DirectX® 10**
**Direct 3D®**

*Play Online*

**Easy Networking**

*Play on the Go*

**Mobile Gaming**

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# Product Editions

**Gaming**

| | Home Basic | Home Premium |
|---|---|---|
| Search and Organize | Find, sort and organize your games in one easy location | |
| Unleash | Explosive 3-D game graphics Empowered by dynamic Direct 3D® and DirectX® 10 technology | |
| Connect | Game online with faster and more stable connectivity | |
| Search | Link quickly to game sites from the Game Explorer for patches, game updates, community links and more | |
| Family Safety Settings | Family safety settings that protect our family from specific game content tied directly to international rating system | |
| Play | All new in-box games, including Solitaire, Minesweeper, Freecell and Purble Place. Each in-box game is now also fully enabled for the Xbox 360™ Controller for Windows | More new 3-D Games, including Mahjong Titans and Chess Titans and Inkball |

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# Partner Opportunities

*Gaming*

Action Games
Racing Games
RPGs
Sports Classic

*Softwar*
*e*

*Hardwar*
*e*

Flash Drives
Networking
ortable Devices

*Retailer*
*s*

*Services*

Retail Sales
Online Sales
Tech Support
Installations

MMOGs
Classics
Board Games
Instant Messaging

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# Platform Technologies

Gaming

Software

- Family Safety Settings
- Games Explorer
- Windows Tablet Technologies
- Automatic Updating and Patching

Hardware

- PnP
- Direct 3D®
- DirectX® 10
- Windows Display Driver Model
- Windows Rally™

Retailers

Services™

- Easy Networking
- Windows Family Safety

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# Communications Scenario

Consumer segment

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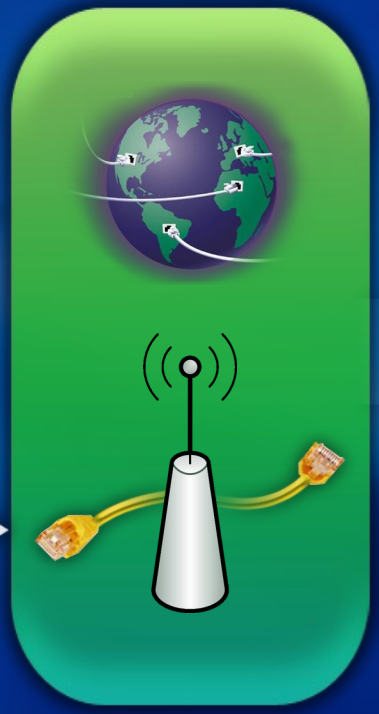
# Communications

**Communications**

*Safer Experience*

**News**
**E-mail**
**IM**
**Sports**

*Stay Connected*



*Useful Communication Tools*

*Share with Your Friends*

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# Top Features

***Communications***

**News**
**E-mail**
**IM**
**Sports**

*Safer Experience*

Windows
Defender

*Useful Communication Tools*

Internet
Explorer® 7

Windows
**Meeting Space**

*Stay Connected*

Windows
Mail

Windows
Calendar

Sync Center

*Share with Your Friends*

Windows
Meeting
Space

# Product Editions

***Communications***

| | Home Basic | Home Premium |
|---|---|---|
| Keep up to Date | Streamlined and more powerful search, browse, subscription, and automatic notification | |
| Connect | Easy networking, multiple levels of identity, data and computer protection | |
| Manage | Centralized syncing across a wider range of multiple devices and PCs | |
| Stay in Touch | Improved e-mail with automatic risk notification. Joining of private file and application sharing sessions | Creation of private file and application sharing sessions over any network. Pen-based cut-and-paste |

# Partner Opportunities

***Communications***

**Cameras**
**Networking**
**Portable Devices**
**Windows Mobile Devices**

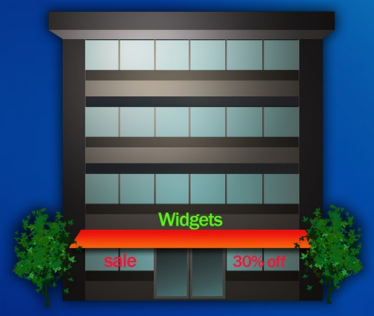
***Softwar e***

***Hardwar e***

**owsers using Internet Explorer® engine**
**Gadgets**
**arental Control Applications**

***Retailer s***

***Services***



**Web sites**
**RSS Feed Sites**
**Search Engines**
**E-mail Accounts**
**Instant Messenger**

**Retail Sales**
**Mobile Phone Services**
**Tech Support**
**Installations**

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# Platform Technologies

Communications

Internet Explorer® 7

Contacts

Windows Communication Foundation

Windows Sidebar

Windows Tablet Technologies

Sync Center

PnP

Windows Rally™

Windows Communication Foundation

Internet Explorer 7

Contacts

Windows Sidebar

Quality Media Streaming

Software

Hardware

Retailers

Services

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# Productivity Scenario

Consumer segment

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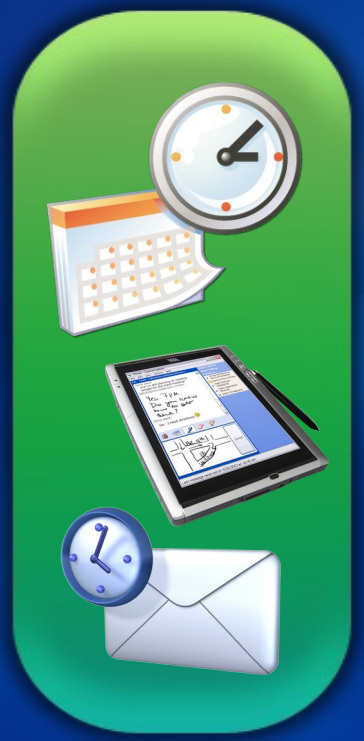
# Productivity

***Productivity***

*Find Content Faster*

**Schoolwork**
**Finances**
**PIM**
**Appointments**
**Research**



*Save Time*

*Stay Organized*

*Stay Connected*

# Top Features

***Productivity***

*Find Content Faster*

**Schoolwork**
**Finances**
**PIM**
**Appointments**
**Research**

**Windows ReadyBoost™**

**Windows ReadyDrive™**

**Windows Sideshow™**
**Windows Super Fetch™**
**Windows Tablet Technologies**

*Save Time*

**Windows Calendar**
**Instant Search**

*Stay Organized*

**Contacts**
**Windows Sidebar**
Windows Mobile

*Stay Connected*

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# Product Editions

***Productivity***

| | Home Basic | Home Premium |
|---|---|---|
| *Search and Find* | Extensive, contextual search with prompt feedback, available everywhere and right at the Start button | |
| *PIM* | Easy labeling for all file types; built-in document, picture, music, contacts, and appointment management | |
| *Education and Learning* | Improved Web browsing and integrated online search | Improved handwriting and tablet navigation, integrated online search, equation editing |
| *Technology Management* | More powerful and flexible Control Panel settings, easy networking, and simplified, more natural wizards | Quick startup w/ hybrid hard-drive support, auxiliary displays, improved power management |
| *Family Safety Settings* | Family safety settings that assist with protecting your children from inappropriate Web sites, games and misuse | |

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# Partner Opportunities

***Productivity***

**PIM Applications**
**Productivity Applications**
**Tablet-enabled Applications**

***Software***

***Hardware***

**External Drives**
**Flash Drives**
**Networking**
**Portable Devices**
**Windows Mobile Devices**

***Retailers***

**Retail Sales**
**Online Sales**
**Tech Support**
**Installations**

***Services***

**Search Engines**
**Shopping Sites**
**Mobile Phone Services**

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# Platform Technologies

*Productivity*

Internet Explorer® 7

Windows Tablet Technologies

Metadata

Instant Search

*Software*

*Hardware*

Windows SideShow™

Windows Rally™

*Retailers*

*Services*

Internet Explorer 7

Windows Sidebar

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# Our Investment In A Successful Partnership

- Heavy investment in end-customer demand creation
  - Largest technology launch in a decade!
  - Marketing that highlights products with the "Certified for Windows Vista" logo
- Technical resources
  - Early access to beta versions
  - Technical training
  - Documentation
  - MSDN support
- Marketing and sales resources
  - Scenario marketing guidance
  - Customer-ready marketing materials
  - Placement on Windows Marketplace
- Tools to foster partner-to-partner connections

# Conclusion

- Let Windows Vista open up new revenue streams
  - Windows Vista is more secure, more reliable, easier to use than any previous version of Windows
  - Enables partners to build a new level of trust with customers
  - Offers opportunity to drive profit and growth through upgrade, migration, software/hardware sales, and upsell opportunities
  - Drives additional opportunity by creating a foundation on which to build complete solutions based on consumer demand
- Opportunities for your business
  - Microsoft is making significant investments in advertising, direct marketing, and other customer-demand creation activities
  - Microsoft is committed to assisting partners in selling Windows Vista through marketing guidance, training, and

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# Call To Action

- Begin planning for Windows Vista launch now.
- Go to www.windowsvista.com/partner, take Windows Vista 101, and learn more about how you can
  plug into the Windows Vista opportunity
- Certify your products for Windows Vista through the Windows Vista Hardware Logo Program
  http://www.microsoft.com/whdc/winlogo/hwrequirements.mspx
- Additional hardware and driver development resources
  http://www.microsoft.com/whdc

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